MANCHESTER CITY COUNCIL

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Installation of 1 no. externally illuminated hanging sign; 1 no. non illuminated painted gable sign; 2 no. externally illuminated individual letter fascia signs; 4 no. externally illuminated logo signs and 3 no. non illuminated wall mounted signs.

Location:

Shamrock Inn 17 - 21 Bengal Street Manchester M4 6AQ

Application reference:

145662/AO/2026

Applicant:

Joseph Holt Joseph Holt

Date of application:

10 June 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part are **grantd** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

1) (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to:

i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

- Location Plan (Planning Portal Reference PP-14841655v1; Received 10/04/2026)
- Hanging Sign Details (Job Number 20251118)
- Mural Sign Details (Job Number 20251118)
- Fascia, logo, wall mounted signs, and external light details (Job Number 20251118)
- External light details (Job Number 20251118)
- Silk Street elevation (Job Number 20251118)
- Bengal Street elevation (Job Number 20251118)
- Garden elevation (Job Number 20251118)
- Sign overview plan (Job Number 20251118)
- Fascia Letters Profile (Job Number 20251118)
- Fascia Logo Profile (Job Number 20251118)
- Covering Letter (Prepared by Walsingham Planning; Dated 09/04/2026; Received 10/04/2026)

Received by the City Council as Local Planning Authority on 10/06/2026, unless specified otherwise.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

3) The illuminated signs hereby approved shall be illuminated to no greater than 100cd/m2 for the lifetime of the development.

Reason - In the interest of visual amenity and securing a high quality development, all in accordance with Core Strategy Policies EN1 and DM1, Saved Unitary Development Plan Policy DC14 and the National Planning Policy Framework.

Informatives

Projection Over Licence

The proposed projecting signs extends to a maximum projection in excess of 2.6m over the adopted highway and will therefore require a projection over licence, to be funded at the applicant's expense. This can be obtained from https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway

Date: 16 July 2026

Signed:

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

   The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/appeal-decision-consent-display-advertisement. The Inspectorate will publish details of your appeal on the internet. Alternatively, if you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.